

THE PERFORMANCE OF SERVICE DELIVERY AND RELATIONSHIP MARKETING IN BUILDING CORPORATE IMAGE TO INCREASE CUSTOMER TRUST AT SHARIA INSURANCE IN JAKARTA

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ABSTRACT

The potential development of Islamic insurance business in Indonesia is enormous considering the majority of Indonesian people are moslems. Conditions of underdevelopment of the Islamic insurance business in Indonesia allegedly caused by the lacking of understanding of Islamic insurance concept, the use of information technology, the insurance synergy with the bank, and the corporate image. The low trust and corporate image are still not optimal in developing service delivery. In general, the company is still not able to implement appropriate service delivery performance as well as its customer expectations . Based on the above background, this study examined the performance of service delivery, relationship marketing, corporate image and its effect on customer trust of sharia policy holders in Indonesia . The study was conducted using descriptive and verification methods with two survey methods ie descriptive and explanatory surveys. The unit of analysis in this study is the sharia insurance customers in Jakarta with a total sample of 180 respondents. For data analysis, this study employed descriptive and quantitative analysis while hypothesis testing used the Structural Equation Modeling (SEM). The results showed that the variables of service delivery performance, implementation of relationship marketing, and corporate image significantly affect the trust of sharia policy holders. Service delivery performance of Islamic insurance company has not been good in which the execution of the service process has the lowest index. Islamic insurance company has not executed relationship marketing well especially in the implementation of partnership with external parties. Islamic insurance corporate image is not good mainly due to the low quality of human resources in the company. As a result, the trust of Islamic insurance policy holders was still low and not optimal.

Keywords: Service Delivery, Relationship Marketing, Image, Customer Trust.